

Preparing a Print Ad for the Eyes of a Child

When preparing a print ad, it is important to KNOW your product so that you will be able to sell it to the consumer. Children are a very large part of the “buying” community, and if you can get their loyalty at an early age, they will continue to purchase products from YOU! If you think back to your younger years, there was a game or toy that was your favorite, and although it still may be on the market, its popularity may have dwindled.

- In order to excite people to purchase this item, you are going to re-introduce this toy or game to the new children’s market, like has been done with *Ninja Turtles* or *Strawberry Shortcake*.
- This will be done by preparing an advertisement to be placed in a children’s magazine, such as *Sesame Street* or *Sports Illustrated for Kids*.
- Everyone will be expected to complete a worksheet about their game/toy before creating their advertisement.
- You will also be expected to develop a rough layout before making a comprehensive layout.
- The worksheet contains the requirements necessary to complete this advertisement.

Toys & Games Worksheet

Directions: Before beginning this project, you MUST complete this worksheet to assist you with the work that you will be doing. Think before you answer. Your advertisement must follow and match what you are writing here.

1. What is the name of toy or game you are going to use for this project?
2. What age group is being targeted with the toy/game?
3. What are the logo and slogan that are used to represent the toy/game?
4. What company produces the toy/game?
5. Where would the toy/game be sold?
6. What is it that you liked about he toy/game?
7. What is the basic objective of the toy/game?
8. Who do you feel is the target market for the toy/game? Why?
9. What magazine would you place your advertisement in? Why?

10. Based upon class discussion, answer the following questions with word descriptors:

- What headline will you use to attract readers?
- What sub-headline will you use to attract readers?
- What illustration will you use to attract readers? (may be computer generated)
- What slogan can you use for the toy/game?
- What incentive will you include in your ad to attract readers?
- Who would you use to endorse your toy/game? (non-sports figure)

11. Requirements: The following **MUST** appear in your ad:

- Headline;
- Sub-headline;
- Illustration;
- Logo;
- Slogan;
- Body copy;
- Incentive;
- Endorsement;
- Any additional information you want to include making the advertisement successful.

Body Copy: The copy that is to appear in your ad must be **at least 5 sentences in length** – remember to use language appropriate for your target market. Your body copy does not include the headline or sub-headline. This is to be written on a separate sheet of paper and will be handed in for editing. Spelling counts!!! Be careful and proofread your work!!!!!!!!!!

Color: Since this is a magazine advertisement, the ad will be in color. Once all of the above has been completed, use art supplies to create a camera ready advertisement.

